

Insurance

ADVERTORIAL

Innkeeper's Liability

Does your current insurance policy include Innkeeper's Liability coverage?

It is worth checking, since it could prevent substantial losses in the event of a major claim. This type of coverage, specifically intended for establishments such as yours, compensates your guests if their belongings are stolen or damaged. Suppose a guest's bicycle is stolen from a bicycle storage area on your premises. Since this would fall under your insurance policy's general liability coverage, your guest would have to prove that you were negligent before the insurance company would indemnify him or her. For small claims, the insurer could choose to acknowledge your liability and indemnify your guest, thus avoiding unnecessary legal procedures. This is the insurer's decision, however. Admitting your negligence could cause prejudice for the Insurer and interfere with the settlement of the claim.

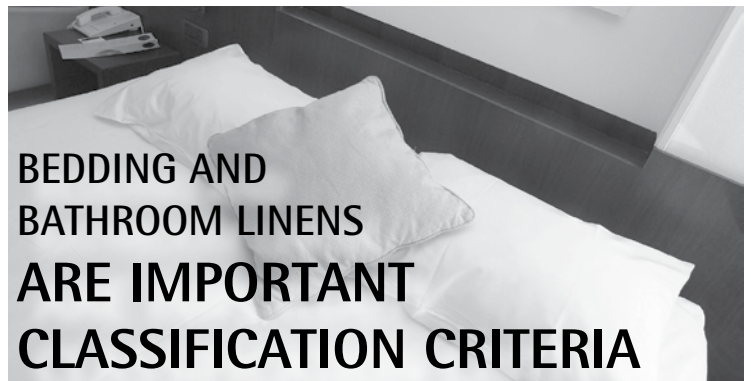
Our insurance programs, designed for tourist homes, bed and breakfasts and inns, already include this essential coverage.

Preventive measures for summertime

Summer is almost here, a time for water sports of all kinds. You might want to allow your guests to use your pool, beach or dock, or even a small boat. First, though, you must do a complete inspection to ensure that everything is in good condition.

You must also identify any risk of injuries and take the necessary precautions. Pay special attention to swimming areas and identify any potential hazards. Prohibit diving in shallow water – these areas should be restricted to swimming only. Little precautions like these can prevent serious injuries or even death.

Jean François Trudel, Vice-President, Operations
514 382-6560 1 800 561-6560



BEDDING AND BATHROOM LINENS ARE IMPORTANT CLASSIFICATION CRITERIA

Bedding, linens and their condition play a key role in guests' comfort at a tourist accommodation establishment. That's why so much emphasis is placed on them in the CITQ's classification guides, as this table shows.

HOTEL ESTABLISHMENTS

Bedding	3% of the score for the bedroom
Appearance of bedding	5% of the score for the bedroom
Linens	10% of the score for the bathroom
Appearance of linens	5% of the score for the bathroom

BED & BREAKFAST ESTABLISHMENTS

Bedding	6% of the score for the bedroom
Appearance of bedding	7% of the score for the bedroom
Linens	9% of the score for the bathroom
Appearance of linens	6% of the score for the bathroom

Article continued inside.

The CITQ wins an international award!

Just as we were going to press, we learned that the CITQ had won the Special Jury Prize in the *Innovation in Non-Governmental Organizations* category of the 2008 Ulysses awards from the World Tourism Organization (WTO). The September issue will have details on the awards ceremony, held on May 28 in Madrid.

PLEASE NOTE The CITQ is not responsible in any way for the information in our contributors' advertorials and advertisements, and they are in no way to be considered endorsements. Although these articles and advertisements are intended to provide you with useful information on operating tourist accommodation establishments, we recommend that you shop around and make the appropriate comparisons before choosing a product or service.



Message
from the Chair
of the Board

I was delighted and enthused to accept the appointment as Chair of the Board of Directors at the CITQ Annual General Assembly on March 20.

In recent years, I have had the privilege of being closely involved in the CITQ's development, as a Director and a member of the Executive Committee. I and all my colleagues on the Board are very proud of the Corporation's achievements. In just a few years, the CITQ has become a respected player in our industry, with a major impact on the quality of tourist accommodation in Quebec.

I believe that the CITQ, in particular through its assistance services for operators, has made a tremendous contribution to improving the quality of tourist lodgings in Quebec, as the tables in this issue show. For improving the quality of accommodation is the essence of our mission, and I will do everything in my power, during my term, to support the CITQ in its pursuit of this goal.

I also intend to maintain my support for the business plan approved by the Board in 2006. One of the main objectives of the plan is to develop a wide range of classification and certification services for goods and services in other industries and geographic markets. The agreement with the World Centre of Excellence for Destinations mentioned in this issue is a perfect example of what the CITQ can accomplish in this field.

The future looks bright for the CITQ, in other words, and I would like to conclude by inviting all operators to continue working with us to ensure the success of the official classification program and of the CITQ itself.

I wish you all an enjoyable and successful season!

Natasha Desbiens

BEDDING AND BATHROOM LINENS ARE IMPORTANT CLASSIFICATION CRITERIA

(cont'd from page 1)

There are many considerations in choosing bedding and linens.

Quality is undoubtedly one of the most important.

The fibres, weave and finish are the main signs of fabric quality.



FIBRES

The most commonly used fibres in bedding and linens for commercial use are cotton and polyester. They each have specific properties that give them particular advantages and drawbacks.

Polycotton (a blend of cotton and polyester) fabrics are reasonably comfortable, wear-resistant and absorbent. They are not only inexpensive, but also easy to maintain. The cotton fibres tend to wear out first, however, making them lose their comfort and absorbency.

Cotton is a natural fibre. Cotton fabrics are comfortable and absorbent, making them feel cool in summer and warm in winter. Like all natural fibres, though, cotton takes more maintenance – it wrinkles easily. It is also more expensive than polycotton.



WEAVE

Aside from the type of fibre used, the weave and finish also affect fabric quality. The number of

threads per square inch, or thread count, is one of the main indicators of fabric quality. The more threads per square inch, the better the quality of the fabric. Similarly, combed or brushed cotton will give a softer, finer finish that will pill less and wear better. Combing or brushing is a technique in the production process that removes the shortest fibres.

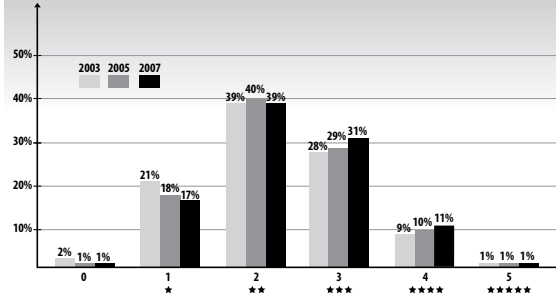


MAINTENANCE

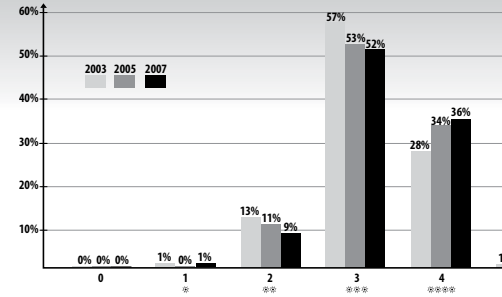
All the experts we consulted agree: maintenance has a huge impact on fabric durability and comfort. We recommend that you deal with a professional laundry service to ensure that the amount/type of soap and drying time correspond to the type of linens/bedding in your establishment. It is also important to inform the laundry service of any changes to your bedding/linens, to ensure that it always uses the appropriate cleaning methods.

CLASSIFICATION TRENDS IN QUEBEC

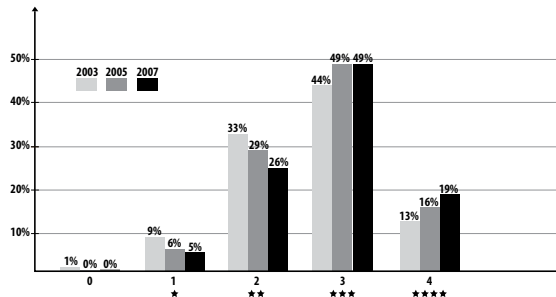
Hotel establishments



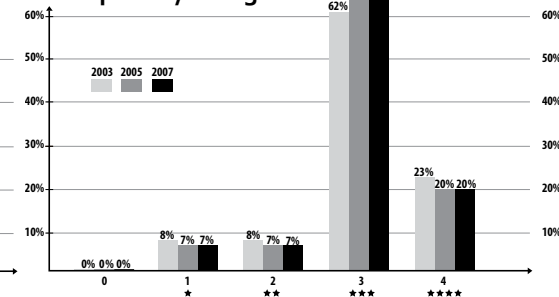
Bed and breakfasts



Resorts



Hospitality villages



The CITQ signs a unique agreement with the CED

At its Annual General Assembly on March 20, the CITQ signed an agreement with the World Centre of Excellence for Destinations (CED) that could launch it onto the international scene. Under the agreement, the CED will refer any client seeking design, implementation or management services for the classification, certification or homologation of goods and services to the CITQ.

The outgoing Chair of the CITQ, Marco Gendreau, noted that "the agreement with the CED is perfectly in line with the CITQ's business plan and our aim of diversifying our operations, both locally and internationally. The CED, an official body of the World Tourism Organization founded under the auspices of the UN, is an excellent launching pad for exporting our know-how worldwide."

CED President André Vallerand said that the CITQ's expertise "is a perfect example of know-how that is well-suited for export. The CED will do everything it can to help the CITQ penetrate foreign markets." The Centre is a non-profit organization dedicated to research and the creation of tools to sustainably manage, develop and conserve tourist destinations around the world.



(Left to right) André Vallerand, President of the World Centre of Excellence for Destinations (CED) and Marco Gendreau, outgoing Chair of the Board of the CITQ, signing the memorandum of agreement between the two organizations.

ADVICE FROM CLASSIFIERS

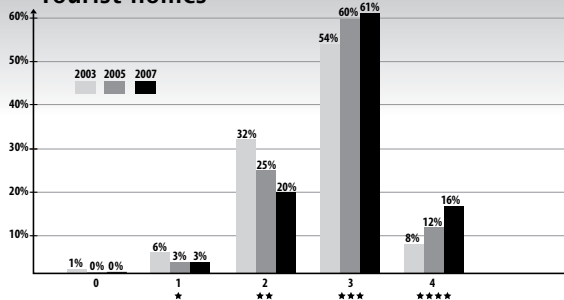


The new editions of the classification guides for hotel establishments and bed & breakfast establishments award bonus points for a pillow menu. Placing your pillows in the freezer for a few hours can help destroy the dust mites that often infest pillows. Many people are allergic to dust mites.

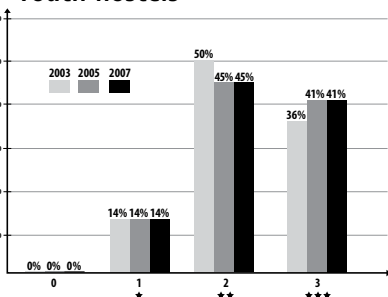
Pillow and mattress covers are excellent ways to protect your guests' health and comfort, provided that they are dust mite-proof and anti-bacterial. In fact, a lack of pillow covers and mattress covers costs many demerit points in the CITQ's classification grids.

The results of the past three complete classification tours carried out by the CITQ point to a definite upward trend in classifications for most classes of establishments.

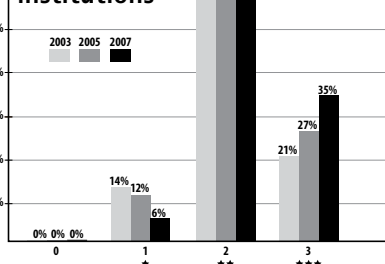
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Answers to your questions

Do the percentages shown on the new score sheet correspond to the results obtained?

No... These percentages show the relative weighting of each section in an establishment's overall rating. For hotel establishments, the new score sheet shows that rooms count for 40% of the total score, and not that the establishment received a score of 40%.

Sections	Weighting of the section (in %)	Score
I – Rooms	40,0 %	average 4
II – Bathrooms	20,0 %	high 4
III – Food services	13,5 %	low 4
IV – Services and building interior	13,5 %	average 5
V – Building exterior and on-site activities	13,0 %	average 4
RESULT:		4 STARS

Do the descriptions “low,” “average” and “high” used in the new score sheet represent a judgment of an establishment's quality?

No... The low, average and high scale means that the score obtained is in the top, middle or bottom third of a level. For instance, if a bed and breakfast receives a “low 4” for its breakfast, this means that the score for this section falls within the bottom third of level 4, and not that the breakfast was considered of low quality.

The new score sheet will better guide operators looking to improve their scores in deciding where to direct their efforts and spending.

Sections	Weighting of the section (in %)	Score
I – Bedrooms	35,0 %	high 2
II – Breakfast	20,0 %	low 4
III – Bathrooms	17,5 %	low 2
IV – Exterior of house and surroundings	15,0 %	average 4
V – Interior and services	12,5 %	high 4
RESULT:		3 SUNS



THE 2008 EDITION OF ACCOMMODATION IN QUÉBEC IS HERE!

To consult it on-line:

- Visit www.citq.info/hebergement
- Download and print out the regions you want.

If you would like a paper copy:

- Call 1 866 499-0550 and order one from your operator relations agent.
- Pick one up at the tourist information centre nearest you. For information on their addresses, see www.citq.info/bit.

2008 BOARD OF DIRECTORS

At its Annual General Assembly on March 20, the representatives of the CITO's member associations elected the 2008 Board of Directors. The new board brings together over a dozen experienced directors from many different parts of Quebec.

See the list of directors at
www.citq.info



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